

# Mr. Dooley On Newspaper Publicity.

F. P. DUNNE.

"WAS ye ever in th' pa-apers?" asked Mr. Dooley.

"Wanst," said Mr. Hennessy. "But I wasn't me. It was another Hennessy. Was you?"

"Many times," said Mr. Dooley. "When I was prom'tent soecially, ye cud hardly pick up a pa-aper without seein' me name in it an' th' amount iv th' fine. Ye must lade a very simple life. Th' newspaper is watchin' most iv us fr'im th' cradle to th' grave, an' before an' after. When I was a lad thrippin' continted over th' bogs iv Roscommon, ne'er an' iditor knew iv me existance, nor I iv his. When anything was wrote about a man 'was put this way: 'We undershtand on good authority that M-I-Chi H-Y. Equire, is on th'irle before Judge G—n on an' accusation iv l—c—ry. G—n on don't think it's true.' Now, sayin' th' larceny is discovered by a newspaper. Th' lead pipe is dug up in ye'r back yard by a rayporter who knew it was there because he helped ye bury it. A man knocks at ye'r door atty was mornin' an' ye answer iv ye'r nighty. 'In th' name iv th' law, I arrest ye,' says th' man, seizin' ye by th' throat. 'Who ar ye ye?' ye cry. 'I'm a rayporter fr th' Daily Slooth,' says he. 'Photygrafter, do ye'r duty!' Ye're hauled off in th' circylation wagon to th' newspaper ofice, where a con-fusion is ready fr ye to sign; ye're thried by a jury iv th' staff, sentenced by th' iditor-in-chief an' at th' o'clock Friday th' fatal thrap is sprung by th' fatal thrap-er iv th' family journal.

"Th' newspaper does ivrything fr us. It runs th' polis force an' th' banks, commands th' milishy, controls th' ligialature, baptizes th' young, marries th' foolish, comforts th' afflicted, afflicts th' comfortable, buries th' dead an' roasts thim afterward. They ain't anything it don't tuen its hand to fr'im explainin' th' doctrine iv

thrusubstantiation to composin' saleratus biskit. Ye can get anny kind iv information ye want to in ye'r fav-rite newspaper about ye'erself or anny-wan else. What th' czar whispered to th' imp'ror Willum when they were alone, how to make a silk hat out iv a wire matthress, how to settle th' coal strike, who to marry, how to get on with ye'r wife when ye'r married, what to feed th' babies, what doctor to call when ye've feel thim as directed—all iv that ye'll find in th' pa-apers.

"Ye used to say a man's life was a closed book. So it is but it's an open newspaper. Th' eye iv th' press is on ye before ye begin to take notice. Th' iditor observes th' stock hoverin' over th' roof iv 278 1/2 B Ar-rchey road an' th' article he writes about it has a wink in it. 'Son an' heir arrives fr th' Hon'able Malachi Hinnissy,' says th' pa-aper before ye've finished th' drink with th' doctor. An' after that th' history iv th' offspring's life is found in th' press.

"It is undehshetud that there is much excitement in th' Hinnissy fam'ly over namin' th' latest sign. Misther Hinnissy wishes it called Pathrick McGlue after an uncle iv his, an' Mrs. Hinnissy is in favor iv namin' it Alfonsontia after a Pullman car she seen was day. Th' Avenin' Pluff ofers a prize iv thirty dollars fr th' bes' name fr this progeny. Maiden ladies will limit thir letters to three hundred wurruds.

"Above is a snap shot iv young Alfonsontia McGlue Hinnissy, taken on his second birthday with his nurse, Miss Angybel Blim, th' well-known special nurse iv th' Avenin' Pluff. At th' time th' photygrat was taken, th' infant was about to bite Miss Blim, which accounts fr th' agnized expression on that gifted writer's face. Th' Avenin' Pluff offers a prize iv four dollars to th' best answer to th' question: 'What does th' baby think iv Miss Blim?'

"Young Alf Hinnissy was seven years ol' yisterdah. A rayporter iv

th' Pluff sought him out an' indeavoured to interview him on th' Nic-aragoan canal, th' Roomanyan Jews, th' tahriff an' th' thrusts. Th' comin' statesman rayfused to be drawn on these questions, his answer bein' a ready, 'Go chase ye'erself, ye big stiff!'

"After a daylightful conversation th' rayporter feel, bein' followed to th' gate by his janial young host, who hit him smartly in th' back with a brick. He is a chip iv th' ol' block."

"Groton, Conn., April 8.—Ye'r rayporter was privileged to see th' oldest son iv th' Hon'able Malachi Hinnissy started at this siminary fr th' ad-jacation iv young Englishmen bor-rn in America. Th' heir iv th' Hinnissys was entered at th' intillchool exclusive school thirty years before he was bor-rn. Owin' to th' uncert'nty iv his ancestors, Th' young fellow took a live-ly inheret in th' school. Th' above photygrat ripresents him matricu-latin'. Th' figures at th' foot ar-re Misther an' Mrs. Hinnissy. Those at th' head ar-re Professor Peabody Plantagenet, prisdint iv th' instichoochion, an' Officer Michael H. Rafferty. Young Hinnissy will remain here till he has a good cukkit' idication."

"Extry Red Speshul Midnigh Edition.—Mumps! Mumps! Mumps! Th' heir iv th' Hinnissys is stricken with th' turr'ble scourge. Panic on th' stock exchange. Bereaved father starts fr th' plague spot to see his stricken son. Photygrafs iv young Hinnissy at wan, two, three, eight an' tin. Photygrafs iv th' house where his father was born, his mother, his aunt, his uncle, Professor Plantagenet, Groton school, th' gov'nor iv Connecticut, Channy Depoo, statue iv Liberty, Thomas Jefferson, Niagara Falls be moonlight. Diagram iv jaw an' head, showin' th' probleb coarse iv th' Mumpococcus. Interviews with J. Pierpont Morgan, Terry McGovern, Mary McLain, Jawn Mitchell, Lyman J. Gage, th' Prince iv Wales, Sinitor



Bivridge, th' Earl iv Roslyn, an' Chief Divry on mumps. We offer a prize iv thirty million dollars in advertisin' space fr a cure fr th' mumps that will save th' nation's pride. Later—It's croup."

"An' so it goes. We march through life an' behind us marches th' photy-grafter an' th' rayporter. There are no such things as private citizens. No matter how private a man may be, no matter how secretly he steals, some day his pitcher will be in th'

pa-aper along with Mark Hanna, Stamboul 2:01 1/2, Fitzsimmons' fightin' face, an' Douglas, Douglas, Tin dollar shoe. He can't get away fr'im it. An' I'll say this fr'im, he don't want to. He wants to see what had th' neighbors ar-re doin' an' he wants thim to see what good he's doin'. He gets 50 per cent iv his wish; never more. A man keeps his front window shade up so th' pa-apers can come along an' make a pitcher iv him settin' in his illigant furnished parlor readin' th' life

iv Dwight L. Moody to his fam'ly. An' th' lad with th' photygrat happens along at th' moment when he is batin' his wife. If we wasn't so anxious to see our names among those prsint at th' ball, we wuddent get into the pe-apers so often as among those that ought to be prsint in th' dock. A man takes his photygrat to th' iditor an' says he: 'Me attition has been called to th' fact that ye'd like to print this mug iv a prom'nent philanthropist. An' th' iditor don't use it till he's

robbed a bank. Ivrybody is inthrested in what ivrybody else is doin' that's wrong. That's what makes th' news-pa-apers. An' as this is a dummy-cratie counthry, where ivrybody was bor-rn akel to ivrybody else, even if they soon outgrow it, an' where wan man's as good as another an' as bad, all iv us has a good chanst to have his name get in at laste wanst a year. Some goes in at Mrs. Rasther's dinner an' some as victims iv a throlley car, but ivrybody lands at last. They'll get ye after awhile, Hinnissy. They'll print ye'r pitcher. But on'y wanst. A newspaper is to intertain, not to teach a moral lesson."

"Dye think peson likes th' news-pa-apers iv th' prsint time?" asked Mr. Hennessy.

"Dye think they're printed fr fun?" said Mr. Dooley.

(Copyright, 1902, by Robert Howard Russell.)

## CONFERENCE AND FAIR.

Rates Via Oregon Short Line From Following Points.

Hatngin, Ore.	\$23.20	Woods Cross	25
Payette	21.45	Terminus	1.50
Boise	20.25	Tooele	1.25
Nampa	19.25	Milford	6.00
Shoshone	18.40	Owada	4.50
Mundaka	8.50	Jubb	2.25
Montpelier, Ida.	7.75	Neph	3.00
Soda Springs	7.00	Santaquin	2.25
Fresno	4.25	Puyson	2.25
Logan	3.80	Benjamin	2.25
Idaho Falls	3.50	Spanish Fork	2.25
Mackay	11.75	Springville	2.10
Pocatello	7.00	Provo	1.50
Dewey	2.50	Lake View	1.75
Honeyville	2.25	Pleasant Grove	1.25
Brigham	2.00	American Fork	1.25
Willard	1.75	Lehi	1.25
Hot Springs	1.50	Eureka	2.25
Harrisville	1.50	Silver City	3.25
Ogden	1.50	Mammoth	2.25
Hooper	1.25	Draper	.75
Layton	.75	Sandy	.75
Kaysville	.50	Junction	.25
Farmington	.50	Murray	.25
Centerville	.30		

Corresponding low rates from other points. For further particulars see Oregon Short Line agents.

## COLORADO SPRINGS EXCURSION.

Via O. S. L. and U. P. Railways. Round trip only \$30.00. Tickets sold Oct. 2 to 8. For particulars, see O. S. L. city office, 201 Main st.

# HEADQUARTERS FOR EVERYTHING IN MILLINERY and LADIES' and CHILDREN'S READY-MADE GOODS

BEING EXCLUSIVE WHOLESALE AND RETAIL DEALERS in the above goods, Our Stocks Are the Largest of the kind in the west. This Week we Start a Grand Exposition and Sale, representing the BEST GOODS AND STYLES of the season. All Womankind in search of Modish, Correct Styles should see this Exhibition and these Unusual Bargains. Our lines are now complete in every department. We can also assure our patrons that whatever they select it will be Perfect in Style and Right in Price, as our Great Purchasing Advantages make it possible for us to obtain the Best Merchandise at the Lowest Prices.

## Handsome and Exquisite Millinery.

All the Newest and Latest Ideas o American and Foreign Milliners, and Many Exclusive Designs of Our Own. Beautiful Styles to meet the requirements of the most cultured and exacting tastes at

**Our Well Known Low Prices.**

### Women's Neckwear.

All the latest conceits are now here in great variety. One of the newest ideas is the Stole with long ends, new stocks, lace collars, etc.

**Two Big Values in Stocks.**

10c For Satin Stocks, assorted colors; value, 25c.

19c A large variety of Fancy Stocks; value, 40c.

### Umbrellas.

Ladies' Fine Quality \$2.75 Umbrellas, beautiful assortments of handles; this week, special \$1.98

### Collars.

7c For regular 20c Novelty Collars.

### Corsets.

Ladies' straight front Gore Corset, made of fine French coutil, trimmed with lace on top, in gray and black, for \$1.75

Ladies' Short Hip Corset, trimmed with lace top and bottom, in black or gray. Special for 49c

STYLE 404 STRAIGHT FRONT

### Ribbons.

Special value in No. 80 fancy ribbons, 23c per Yard. all colors. Just the thing for neckwear.

### Handkerchiefs.

6 1/4c For Ladies' Hemstitched Handkerchiefs; value, 10c.

8 1/4c For plain hem with lace corner and colored hemstitched edge, lace corner.

12 1/2c Plain hemstitched, with lace insertion.

### GLOVES.

The celebrated Centemeri Gloves, all shades, value \$1.75. To close for—

**SPECIAL GOOD VALUE, Ladies' \$1.00 kid glove, black and colors for—**

**GOLF GLOVES.**

Largest Assortment, Newest Effects. In black, gray, tan, solid colors.

In plain colors, all shades and black.

Misses' Golf Gloves, all colors.

\$1.49

69c

25c

40c

25c

# The Paris

## MILLINERY CO.

262-56 SO. MAIN ST.

Mail Orders Promptly Filled

## Imposing Exhibit of Tailor-made Suits, Skirts, Coats, Waists, Wrappers, Etc.

The additional shipments just received, show new ideas, cleverly executed and in keeping with the Fashions. NEW SWAGGER COATS, Loose Coats, Blouses beautifully trimmed in cloth and velour. Tailored Jackets, the 19-inch tight-fitting, etc.; 46-inch long Jackets with new inverted plaits.

<b>Ladies' 27-inch Jacket, \$6.29.</b>	<b>New Tailor-made Suit, \$15.98.</b>
Ladies' 27-inch Kersey Jacket in Castor or Black, perfect fitting, mercerized saaten lining. Special value, \$6.29	Ladies' Tailor-made Suits in Serge and Cheviots, Melton in walking or dress suit styles. Special good value, \$15.98
<b>Ladies' 27-inch Jacket, \$8.95.</b>	<b>Ladies' Tailor-made Suit, \$5.00.</b>
Ladies' 27-inch Jacket, extra fine quality Kersey, satin lining, velvet trim-ming, yoke very nobby, a regular \$11.99 jacket; this week for \$8.95	<b>SPECIAL BARGAIN, Ladies' Tan mixed Covert Cloth Suit, satin band trimming, fine fitting. Special this week for \$5.00</b>
<b>42-inch Long Coat, \$12.50.</b>	<b>Ladies' 25-inch Jacket, Only \$4.69.</b>
Ladies' 42-inch Long Coat in Tan, Castor, Black, velvet trimming, yoke made of nice quality Kersey. Splendid value for \$12.50	Ladies' 25-inch Kersey Jacket, velvet collar, tuck trimmed. Special value at \$4.69.

<b>DRESSING SACQUES,</b>	<b>HUNDREDS OF HANDSOME NOV-ELTIES IN THE NEW COATS. MON-TE CARLOS IN MANY NEW AND PRETTY EFFECTS IN TAN, CAS-TOR, RED, BLACK, ETC.</b>	<b>Child's three-quarter Coats in Blue and Red, triple cape collar for 4 to 14 years \$2.75</b>
DRESSING SACQUES in Elderdown, assorted colors, 75c	Big value in BLACK SATREEN WRAP-PERS, regular \$1.75 grade, for \$1.25	Child's excellent quality Long Coat, of excellent quality Kersey, cape braid trimmed, Red, Navy, Castor; a splen-did coat, worth \$7.50; special this week \$4.73
<b>COLORS SATIN WAISTS in assort-ed colors; a \$3.50 waist, for \$1.75</b>	<b>Ladies' Fine Quality FRENCH FLANNEL WAISTS,</b>	An immense stock of the noblest styles in Children's Coats, ages 2 to 16 years, from—
Splendid variety of Handsome Silk Waists, assorted colors, \$3.50 for \$1.75	Excellent value in Red, Tan, Black, Blue, etc., value \$2.50; this week only \$1.75	\$6.00, \$7.50, \$9.00, \$12.00 to \$20.00.

<b>Silk Dress Skirts,</b>	<b>Black Mercerized Sateen Underskirts.</b>	<b>Wrappers.</b>
Largest and most beautiful stock of Silk Dress Skirts in this city; prices from—	A splendid assortment of \$2.50 and \$2.75 Underskirts this week \$1.98	Extra heavy Flannelette Wrapper in Red and White patterns; special— \$1.25
<b>\$7.50 to \$60.00</b>	<b>Cloth Dress Skirts,</b>	<b>Plush Capes.</b>
Special this week—A line of thirty-five Silk Skirts, very latest in Peau de Sole and Taffeta; value \$12.50 to \$18.50, for \$13.95	Hundreds of styles from \$2.00 to \$25.00. Largest and most elegant line we have ever shown.	Fine quality Plush Capes, 30 inches long, plain or braided, Thibet Fur trimmed; special \$6.98
<b>\$4.98</b>	<b>Splendid value in Black Skirts, worth regular \$7.</b>	<b>Golf Cape.</b>
<b>Ladies' \$15.00 Peau de Sole Silk Skirt, flounce of Plisse Ruching, for \$9.98</b>	<b>Walking Skirts,</b>	For a \$4.50 Golf Cape, reversible plaid. See window.
	Elegant assortment from \$1.75 to \$15.00	

## Hosiery.

10c pair, Ladies' Fast Black Pile Lined Hose.	29c pair, Ladies' Black Cashmere Hose, heel and toe, extra good value.
20c pair, Ladies' Real Maco Cotton Pile Lined Hose, extra heavy sole, high spliced heel.	17c pair, Child's All Wool Black Ribbed Hose, special value.
	29c pair, Child's Ribbed Seamless Ribbed Hose, absolutely fast color.

## Ladies' Knit Underwear.

23c each, Ladies' Fleece Lined Vests and Pants, extra good quality, in gray only.	25c Child's Fleece Lined Union Suit, gray only.
\$1.29 Ladies' Ribbed Combination Suit, Melba cut, half wool, in black or white.	35c Child's Ribbed Vests and Pants cream or natural, 50 rise each size.

## Muslin Underwear.

SPECIALS THIS WEEK:

53c Ladies' Nightgowns, embroidery trimmed.	93c Muslin Gown, embroi-ery trimmed.
83c Cambric Skirt Chem-ises, embroidery and lace trimmed.	\$1.69 Cambric Skirts, embroi-ery trimmed.

## Flannelette Skirts and Gowns

59c Ladies' Flannelette Skirts in solid colors and stripes, knee length.	59c Ladies' Flannelette Gowns, in fancy stripes, trimmed with colored finishing braid.
--	--

## Infants' wear.

79c Child's Nainook Short Dress, embroidered and hemstitched yoke, finished with ruffle.	1.98 Child's fine Lawn Short Dress, trimmed in Valenciennes lace and embroidery, extra fine value.
59c Child's Flannelette Dress, 2 to 4 year, as-sorted, blue and pink checks.	23c Child's Flannelette Skirt assorted colors.

## Mail Order Promptly Filled

REMEMBER! Every One Dollar Cash Purchase entitles you to a chance in the drawing of a \$450.00 Franklin Piano from the Daynes Music Company, to be given away November 14th.